


Bill Fine
06/16/2003 09:32 AM

To: Sharon E McNicholas/WBAL-TV/Broadcasting/Hearst
cc:
Subject: EEO

----- Forwarded by Bill Fine/WBAL-TV/Broadcasting/Hearst on 06/16/2003 09:32 AM

 Jordan M Wertlieb
06/16/2003 09:29 AM

To: Wanda Q Draper/WBAL-TV/Broadcasting/Hearst@Hearst
cc: Bill Fine/WBAL-TV/Broadcasting/Hearst@Hearst, Eleanor M
Mcshea/WBAL-TV/Broadcasting/Hearst@Hearst

Subject: EEO

Wanda,

Here is some information for the EEO outreach files. I have all of the resumes that I collected as well.

On June 10, 2003, I attended the National Association of Broadcasters (NAB) Media Sales Institute at Howard University. The 10 day broadcast sales educational program for minority students (graduating college seniors) culminates in two days of media sales presentations by the students to participating media managers, followed by the opportunity to be interviewed by media sales professionals for the purpose of employment. I was able to see the presentations of 15 students and had the opportunity to have one on one interviews with all 15. The group that I saw was outstanding. There were, in my opinion a few candidates that should be re-interviewed for any entry level sales opportunities in the Hearst-Argyle Television family. I am awaiting follow up from these candidates before I proceed to forward their information on to the appropriate stations.

Jordan

Howard University Sales Institute Candidates

Potential

Yolina Reynolds – Yolina is a graduate of Johnson C Smith University. She is from Hartford, CT and is seeking to live in the New England area.

Miatta Johnson – Miatta is a native of Chesapeake, VA and a graduate of North Carolina A&T University.

Latoya Stevens – Latoya is a graduate of Morgan State University and a native of Baltimore. She has expressed a preference for radio and we will be passing her name along to WBAL-AM/98-Rock.

Mercedes Sanders – Mercedes is a graduate of North Carolina A&T and a native of Greensboro. She has expressed interest in WYFF and WXII. She may be making contact with both Glen and Arika.

Markida White – Markida is a recent graduate of Tennessee State University and currently resides in Birmingham, Alabama. She is willing to relocate but will only consider positions in the South.

Renee Nation – Renee is a graduate of Clark Atlanta University and currently lives in Atlanta. She is willing to relocate as needed.

Strong

Maya Fykes – Maya is a graduate of Howard University. She is from Carson, CA and prefers to live on the west coast, but says geography is not a major issue.

Leah McCullen – Leah has a very strong presence and makes an excellent immediate impression. She is a native of Durham, NC and a graduate of North Carolina Central University. Leah demonstrated great flexibility in the markets she is willing to work in.

Erin Jordan – Erin is a graduate of Clark Atlanta University who currently lives in LA and has experience in furniture sales. She is willing to relocate and will consider any of our markets.

Melanie Coleman – Melanie is a graduate of Clark Atlanta University and made an excellent presentation. She is aggressive and polished. Melanie resides in Las Vegas and would like to remain close to home. She will consider Sacramento.

Strongest

Jason Sockwell – Jason was one of the programs best students. He is a graduate of Syracuse University and has a masters degree from Georgetown University. He is a native of Washington DC, but is willing to relocate. I believe Jason may have been

offered a position with a Washington radio station immediately following his presentation.

Sanjeev Lamba (Sonu) – Sonu was one of the programs best presenters. His presentation was very creative using TVB research and a great visual of how to put customers through a clients door. He is a graduate of George Mason University and lives in Northern Virginia. Sonu said he is willing to live in any market.

Christopher Vickers – Chris enrolled in the Sales Institute after a ten-year career as a account executive and planner at various agencies including JWT/Atlanta, Arnold/NY, McCann/NY, and others. Chris is a graduate of Arizona State University and would prefer to be on the West Coast or NY. We have passed his name on to Eagle TV Sales as well.

Jason McClary - Jason is a December 03 graduate of Howard University and currently lives in DC. He is aggressive, polished and wants very much to work within our industry. Jason made an excellent presentation using TVB research and a traffic-driving promotion. Jason is willing to relocate and has a very realistic attitude with regard to paying his dues.

Candice Jacko – Candice is a seasoned AE and has been selling magazine advertising since 1983. She is a graduate of Howard University and currently lives in the NY suburbs of NJ. Candice is interested in a career change due to the growth in broadcast revenue and several years of declines in the print field. She made a very good presentation and was the only candidate to incorporate GRP's and CPP in her presentation.

Jordan M Wertlieb
10/18/2005 11:52 AM

To: Jeana K Stanley/WBAL-TV/Broadcasting/Hearst@Hearst
cc:
Subject: Howard University

Jeana,

This is a summar of my notes from my 2004 recruitment visit. We should have all corresponding resumes.



Howard University Sales Institute Candidates 2004.doc



INTERVIEW SCHEDULE

JORDAN WERTLIEB-HEARST-ARGYLE

INTERVIEW TIME

STUDENT PARTICIPANT

1:30pm	✓ Jason Sockwell
1:45pm	✓ Latoya Stevens
2:00pm	✓ Yolina Reynolds
2:15pm	✓ Mayra Fykes
2:30pm	✓ Amy Williams
2:45pm	✓ Mercedes Sanders
3:00pm	✓ Brad Taylor
3:15pm	✓ Mistha Johnson
3:30pm	✓ Leah McCollen
3:45pm	
4:00pm	✓ Sono Lamb
4:15pm	✓ Chris Vickers
4:30pm	
4:45pm	
5:00pm	

Howard University Sales Institute Candidates

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Jason S. McClary

1917 North Capital St. N.E. apt. 2

Washington, DC 20002

mcclary_jason@hotmail.com (202) 491-7883

EDUCATION:

HOWARD UNIVERSITY, WASHINGTON, DC

Bachelor of Arts, December 2003

Major: Telecommunications Management

Minor: Business Administration

HONORS:

- Nationally recognized as an honor student within Phi Sigma Pi
 - School of Communications Deans List for the 2000-2001 school year
 - Recipient of Randolph Evans Memorial Scholarship Fund
 - NAACP Bronze Playwriting and Oratorical Medals for New York City local competition
-

EXPERIENCE:

Town Sports International, Arlington, VA

Membership Consultant, February 2003- Present

- Generated over \$15,000 in gym membership for Town Sports International's Washington Sports Clubs
- Continually prospect potential gym users
- Facilitate daily tours of the Clarendon, Washington Sports Club
- Assist in managing the front desk staff

National Geographic Channel, Washington, DC

Marketing Intern, Fall 2003

- Implemented competitive analysis to track marketing and promotional activity of competitive cable networks
- Developed tracking system identifying each network's key messaging, positioning, and differentiators
- Gauged advertising spending levels and its effect on ratings
- Create and populate a consumer database for future direct marketing initiatives

WHUT-TV 32, Washington, DC

Development Intern, Fall 2003

- Coordinated/developed mailing lists for media contacts, events, and PR
- Assisted with coordination of station events, meetings, and press releases/media alerts
- Developed collateral materials for branding WHUT-TV
- Developed WHUT Rate Card for underwriting sales of local and nationally produced programs

National Rural Telecommunications Cooperative, Herndon, VA

High Speed Internet Summer Intern, Summer 2002

- Maintained NRTC's "100 Days of Summer" promotion information on company website which generated 1500 hits daily, contributing to the department's national success
- Updated and maintained Excel files while analyzing data to improve efficiency
- Produced customer newsletters informing cooperatives of changes within NRTC
- Notified 10 division managers when new HSI business was booked

BlackCollegeView.com, Washington, DC

Account Executive, Fall 2001

- Contributed to the launch of a new Howard University media outlet
- Solicited internet advertisers who provided services that may have appealed to Howard University students
- Conducted research on potential advertisers

EXTRACURRICULAR ACTIVITIES:

- Brother to Brother Youth Conference
- Student Ambassador
- Phi Sigma Pi National Honor Fraternity Inc., Alpha Tau Chapter



"Mercedes Sanders"
<benz423@hotmail.com>
>

02/03/2005 06:46 PM

To: pfears@classical1035.com, stu.olds@katz-media.com,
tonkins@ncat.edu, richard.farquhar@clearchannelradiosales.com,
mkline@univisionradio.com, lwheless@belo.com, larryh@news8.net,
lancelynh@aol.com, kaiyaramsey@clearchannel.com,
jwertlieb@hearst.com, jmhollowayjr@hotmail.com,
jennifer.minigutti@clearchannelradiosales.com, ccolclough@wjla.com,
brian.knox@katz-media.com, brad_davis@cable.comcast.com,
raugustine@classical1035.com, bruce_feniger@interep.com,
josh.becker@clearchannelradiosales.com

cc:

Subject: Update from 2004 NAB MSI Grad

Hello All,

I hope all is well with each of you. I want to take the opportunity to update you all on my new career. I have gotten off to a great start. It took me a few weeks to settle in, but in November, I made my first sale, and it was an annual! Since my first sale, I have gotten several businesses on air, including a Honda dealership that had cancelled their ad schedule on cable before I arrived in Middle Georgia. In January I was the top biller for production. I have the most entries in a Court TV contest to win a trip to NYC. The contest includes selling at least 50 spots a month to a client to air on Court TV from January-April, as well as other specific guidelines. Those are just a few of my accomplishments since I began in October. I look forward to a wonderful 2005.

I would just like to thank all of you once again for your help and support during the 2004 NAB Media Sales Institute. I will continue to update you on my progress in media sales.

Sincerely,

Mercedes Sanders
Account Executive
Cox Media-Middle GA
(478) 718-8616
mercedes.sanders@coxmedia.com

ERIN NICOLE JORDAN

4199 Leimert Blvd Los Angeles, CA 90008, (323) 295-1140,

Email: ErinnJordan@Yahoo.com

OBJECTIVE

To obtain a position with an organization that will utilize my customer service skills and further develop my management skills.

WORK EXPERIENCE

Hands On Atlanta

Atlanta, GA

Corporate Development Intern

March 2004 - May 2004

- Donor research –for participants and in kind contributions
- Database maintenance
- Event coordination support
- Development of program communication material

Pottery Barn Kids

Los Angeles, California & Atlanta, Georgia

Customer Service Associate

September 2000- Present

- Handle quality and billing discrepancies with in-store purchases and special furniture ordering
- Lessen customer returns by explaining product features and benefits.
- Train associates on policy/procedures for establishing and maintaining gift registry.

EDUCATION

CLARK ATLANTA UNIVERSITY

Atlanta, Georgia

Bachelors of Arts degree in Mass Media Arts, May 2004

Concentration: Public Relations

GPA: 3.0/ 4.0 scale

**NATIONAL ASSOCIATION OF BROADCASTERS,
MEDIA SALES INSTITUTE**

Howard University

Washington D.C.

Completion Certificate in Television and Radio Advertisement Sales, June 2004

AWARDS & COMMUNITY SERVICE

- Lettie Pate Whitehead Scholarship Recipient
- F.I.R.E. Youth Missionary Member

PERSONAL SKILLS

- Computer Literate (Internet, Microsoft Word, Power Point, Excel, MS Publisher, Final Cut Pro, Access)
- Typing 40 WPM
- 10 key usability

REFERENCES

Available Upon Request

RENEE NATION

479 Stonewall Street Apt. 206 Atlanta, Georgia 30314
(678) 457-8154 reeneation@yahoo.com

EDUCATION

Clark Atlanta University
Bachelor of Arts Degree in Mass Media Arts

Atlanta, Georgia
Concentration: Public Relations

RELATED EXPERIENCE

Alexander Scott & Associates (ASA)

Public Relations/Marketing Intern

- Redesigned company website layout
- Developed ASA press kits for workshops
- Created the copy for ASA press release
- Helped to launch ASA's MindManager software to corporations
- Organized office work sessions with MindManager software
- Organized corporate workshops to promote MindManager
- Created ASA newsletter and brochure to promote ASA services
- Helped to organize ASA corporate presentations

Atlanta, Georgia
March 2004 – Present

Atlanta City Council

Public Relations Intern

- Developed community outreach collateral
- Developed 'Post 3 Pages: A City Directory,' for Atlanta residents
- Developed media contact database
- Created PSA copy for broadcast media
- Created copy for quarterly newsletter
- Developed media plan for 2003 Golf Tournament
- Solicited local Atlanta Businesses for 'Post 3 Pages: A City Directory'
- Organized and planned Councilman appearance in Atlanta parades
- Assisted in the organization of Councilman speaking events

Atlanta, Georgia
February 2003-January 2004

National Black Arts Festival (NBAF)

Marketing Intern

- Developed Press Kits for the Annual Black Arts Festival
- Developed NBAF Corporate Sponsorship database
- Organized contact list for NBAF summer interns/volunteers
- Solicited corporations for sponsorship of Annual Black Arts Festival
- Distributed NBAF collateral to local businesses and Atlanta residents
- Assisted in the organization of NBAF Art Gala's
- Assisted in the creation of NBAF commercial advertisements
- Brainstormed marketing with NBAF board members

Atlanta, Georgia
April 2002-May 2002

OTHER EMPLOYMENT

Circuit City Call Center

Dispatcher

- Maintained communication with a nationwide network of Circuit City Technicians and customers
- Handled escalated irate customer service calls
- Supervised ten (10) employees in the Call Center customer service Shop Department
- Received incoming customer service calls from multiple cues
- Organized scheduling for Circuit City Technicians
- Maintained a healthy relationship with Circuit City customers

Lithia Springs, Georgia
November 2002-February 2003

HONORS & ACTIVITIES

Dean's list, Meals on Wheels, Senior Citizens Volunteer Program, Hands on Atlanta After School Program, Black Public Relations Society of Atlanta (BPRS), Public Relations Society Association (PRSSA), Howard University (NAB) Media Sales Institute

SPECIAL SKILLS

Microsoft Word, Word Perfect, Power Point, Microsoft Excel, Internet Communications Services, Access

MARKIDA WHITE

P.O. box 100413 • Birmingham, AL 35210 • (205) 956-1125 • kida001@hotmail.com

OBJECTIVE

To obtain a challenging position, where I can demonstrate my organizational abilities, commitment to excellence, and communication background can be administered in the right environment.

EDUCATION

Tennessee State University, BA, May 2004

Major: Speech Communication and Theater, with a concentration in
Mass Communication

Career-Related Course work: Radio and Television Production,
Public Relations, Advanced Public Relations, Radio and TV
Writing, News Writing, Advertising, and Electronic Media
Management

PROFESSIONAL EXPERIENCE

Anode

Nashville, TN 02/04-04/04

Intern: Administrative assistant

WNBC-TV, Sales and News dept.

Birmingham, AL 05/-08/02

Tennessee State University Campus Radio

08/02-12/02 Announcer: air shift

EMPLOYMENT HISTORY

Sears, Cashier

Birmingham, AL 03/03-05-03

Limited Too Inc., Sales Brand Representative

Birmingham, AL 11/98-6/00

HONORS & ACTIVITIES

Dean's list, Tennessee State University Marching and Concert
band, volunteer at YWCA-Preston Taylor, Peer Counselor

References Provided Upon Request

MELANIE R. COLEMAN

4920 Dunvegan Crt.
N. Las Vegas, Nevada 89031

(702) 647-9648
MelanieRC140@hotmail.com

CAREER OBJECTIVE

To build my professional skills in the communications industry with a company that accepts nothing but top quality performance.

EDUCATION

Clark Atlanta University, Atlanta, Georgia
Bachelor of Arts in Mass Media Arts, May 2004
Concentration: Film/ 3.7 GPA

RELATED WORK EXPERIENCE

800 Video Express Production Co.

Atlanta, Georgia

Director : Kevin McCormick

October 2003

Videographer

- Worked wide camera for 2003 Regional championships
- Labeled tapes

KCEP Power FM 88.1

Las Vegas, Nevada

Intern

July 2003--August 2003

- Operated "Oldies but Goodies" show
- Assisted office with various tasks
- Helped organize youth event

J.P. Morgan Chase Film- Funding

Atlanta, Georgia

Director: Spike Lee

October 2002

Production Assistant

- Assisted with craft services
- Networked with production team to learn tasks

Drop Frame Productions: In the Corner

Atlanta, Georgia

Editor, Producer, Technical Director, Camera

September 2002-present

Operator, Teleprompter, Tape Operator, Writer,

Floor Director

- Aid in setting up and striking the set
- Write opening scripts for some of the shows
- Place opening script on teleprompter
- Record timecodes

SKILLS

- Non-linear video editing (Final Cut Pro 4, Avid), Graphics (Photoshop 7.0, After Effects 5.5), Microsoft Applications (Word, Excel, PowerPoint), Lotus Word Pro, Claris Works, and basic navigation of Internet browsers

AFFILIATIONS

- CAU Players
- Pre-Alumni Council
- 4Reel Productions
- Golden Key National Honour Society

References available upon request

Ryan Hoffman
1727 Kenyon Road * Massillon, Ohio 44647
Cell: (330) 265-1647
rhoff21@yahoo.com

EDUCATION:

Bowling Green State University (BGSU), Bowling Green, Ohio.
Bachelor of Arts in Communications
Major: Telecommunications, Focus in Management/Television Production
Minor: Sociology
Overall GPA: 3.16 Major GPA: 3.45
Graduation Date: May 2004
University of Akron/ Wayne Branch, Orrville, Ohio, 2000

COURSE PROJECTS: E! Entertainment Television; 2003, BGSU

- Conducted focus group research and put together a presentation for the show "RANK" to find ways to increase viewer ship.
- Organized and carried out focus group research and constructed an advertising campaign for the show "Celebrities Uncensored."
- Presented the materials to our professor, who forwarded the information to Jeff Shore the Senior Vice President of Production at E!

EXPERIENCE:

National Association of Broadcasters (NAB) Media Sales Institute at Howard University; Washington, D.C. June 6th -18th, 2004

- Is a fast paced learning environment of the nuts and bolts of media sales.
- Will cover the business aspects of sales and is taught by members in the industry.
- I was 1 of 36 candidates chosen nationally to attend.

Sales Manager; WFAL-AM (BGSU), Bowling Green, Ohio. August 2003-May 2004

- Hire by the University to rebuild the sales department.
- 90% of the job was administrative work.
- Created and implemented Account Executive manuals, station agreements, and binding contracts.
- Created and implemented a new record keeping system.
- Kept track of inventory and account for total revenue.
- Assigned and managed accounts.
- Managed and evaluated 15 Account Executives.
- Contacted potential customers and sharing valuable information.

Intern in Sales; WTVG 13, ABC owned station in Toledo, Ohio. May 2003-August 2003

- Assisted on constructing the 2004 station budget.
- Put together packages for several accounts and upcoming events.
- Created the slogan for 2003 US Senior Open.
- Wrote commercials Toledo Metro Parks.
- Went on sales calls.
- Attended station managers meetings.
- Updated the schedules of programs.
- Conducted mail mergers.

**Line Production; Wayne Dalton Corporation, Mount Hope, Ohio. May 2001-August 2001
May 2002-August 2002**

- Worked Steel Door Line and Foam Line.
- In charge of shipping orders and inventory control.
- Assembled 9 different types of garage doors.
- Assisted in roll form change over.
- Inventory control.
- Participated in focus group meetings.

Ryan Hoffman Page 2

ACTIVITIES:

Kappa Sigma Fraternity, 2002-2004

- Grand Scribe (secretary) 2003-2004
- Scholarship Chair
- Athletic Chair 2002-2003
- Risk Management 2003
- Pledge Class Vice President/Treasurer 2002

Intramurals, 2001- 2004

Softball, basketball, football, golf, handball, volleyball, racquetball.

BG 24 News, 2001-2003

Studio Crew Positions

Camera Operator, floor director, ran tele-prompter, audio, tape operator, and switcher.

Hall Council, 2001-2002

Collaborated on the council, which made decisions to better the living conditions and facilities in campus residence halls.

HONORS:

Kappa Sigma: Scholarship Excellence Award, April 2004

Deans List: Spring 2003, Fall 2003

BG 24 News: Studio Crew Member of the Month, February 2001

COMMUNITY SERVICE:

- Adopt-a-Highway 2002-2004
- Dance Marathon; benefiting the Children's Miracle Network 2002-2004
- Tricycle Races; benefiting the American Cancer Society 2002-2004
- Swim for Diabetes 2003
- The Haunted Forest; benefiting the Make-a-Wish Foundation 2002-2003

RELATED SKILLS:

Computer Skills:

- Microsoft Office

Courses:

- Writing for Electronic Media
- Radio Announcing & Production
- Video I, II, and III
- Applied Research
- Policy & Regulation
- Telecommunication Management
- Introduction to Business
- Telecommunications Sales and Promotions
- Business Communications

References Available Upon Request

Refers Radio

LATOYA STEVENS
5810 EDGE PARK ROAD
BALTIMORE, MD 21239
(410) 319-6040

Objective: To obtain an entry-level position in media sales.

Qualified By:

- Experience in media sales.
- Experience in office management and administration.

Education: **Morgan State University, Baltimore, MD**
Bachelor of Science Degree Graduation Date: May 2004
Major: Telecommunications Concentration: Television Productions

Experience: **Development Coordinator (2003-Present)**
WEAA 88.9 Jazz Radio, Baltimore, MD

- Responsible for radio station traffic and completing studio logs.
- Write public service announcements and underwriting spots.
- Involved in the selling process of airtime to local businesses and national corporations.
- Create weekly production list and mini disk for new and existing spots.
- Experience in creating dry vocals.

Junior Assistant Manager (2003-2003)
5-7-9 Rainbow Apparel, White Marsh, MD

- Assist in sales increase over last year's sales projections.
- Responsible for all register funds, petty cash, and store deposits.
- Create new procedures to bring store shrinkage down one hundred percent.
- Responsible for all sales associates, store cleanliness, and customer satisfaction.

Brand Sales Representative (2001-2003)
The Limited Express, Miami, FL & Baltimore, MD

- Maintain Customer Satisfaction.
- Responsible for up-to-date product knowledge.
- Assist visual manager with floor plan arrangements.
- Experience in store opening, closing, and associate training.
- Experience in expert sales for 3rd largest store in the company.

Mercedes Sanders

3901 Battleground Avenue Apt. 200
Greensboro, North Carolina 27410
(336) 540-9886
benz423@hotmail.com

Objective

To obtain a position in media sales

Education

North Carolina A&T State University, Greensboro, North Carolina
B.S. Journalism and Mass Communication-Broadcast Production, May 2004, GPA: 3.77

Work Experience

- | | | |
|---|------------------------|----------------|
| September 2001-present | Bank of America | Greensboro, NC |
| <u>Collections Analyst/Customer Service Representative</u> | | |
| <ul style="list-style-type: none">• Handle high volume inbound and outbound calls on past due accounts in order to collect payments• Help customers with any questions on accounts | | |
| January 2004-May 2004 | WTWB TV 20 | Greensboro, NC |
| <u>Intern-Promotions Department</u> | | |
| <ul style="list-style-type: none">• Created promotional spots on Panasonic Postbox and Adobe Premiere Editing Systems• Assisted with commercial production | | |
| November 2002-January 2003 | Victoria's Secret | Greensboro, NC |
| <u>Sales Associate</u> | | |
| <ul style="list-style-type: none">• Sold beauty products | | |
| June – August 2001 | Jomikenaz Distribution | Raleigh, NC |
| <u>Sales Associate</u> | | |
| <ul style="list-style-type: none">• Sold Kirby vacuums by demonstrating the product• Wrote sales orders, explained terms and conditions | | |

Volunteer Experience

- Tutor-Communities in Schools 2001-2003
- Neighbor to Neighbor-Voter Empowerment 2002
- WNAA 90.1 Promotions-Live Squad 2000-2002
- Kids Voting 2001
- High School Media Day 2001

Skills

- Windows 2000 operations, Internet, call center, sales, customer service, collections, cash handling, digital camera operation, AVID editing, Panasonic Postbox editing, some Adobe Premiere editing

Activities

- Delta Sigma Theta Sorority, Inc., Golden Key International Honor Society-VP-Membership Communication, National Dean's List

References

Available upon request

8718 Coachwood Court
Charlotte, NC 28216

Phone (704) 398-1909
Mobile (336) 324-1560
Bt28216@hotmail.com

Brad A. Taylor

Objective

To obtain an Account Executive position in sales.

Education

2000 - 2004

North Carolina A&T State University
B.A., Broadcast Production GPA 3.0

Greensboro, N.C.

Experience

2003-2004

Greensboro, N.C.

Clear Channel Radio (Sales Intern)

- Program data and assist sellers in prospecting business contacts
- Assist sales presentations and research
- Assist the station's street team appearances

August 2003- Present

Greensboro, N.C.

Atlantic Records (College Promotional Rep)

- Develop and maintain relationship with local college media
- Prepare monthly reports and write event proposals
- Market and promote to the college community

June 2003- 2004

Greensboro, N.C.

Raging Sky Records (College Promotional Rep)

- Research local radio ratings
- Submit CD singles and press kits for print
- Conduct radio questionnaires with station manager

August 2003- Present

Greensboro, N.C.

Circuit City (Sales Associate)

- Provide customer assistance with car audio equipment
- Sale extended services and warranty packages

Honors & Activities

- North Carolina A&T Marching Band 2000-2003
- Who's Who Among American College Students 2002-current
- Community Volunteer (Mentor)
- National Dean's List 2002-current
- Cluster Scholarship
- Alpha Phi Alpha Fraternity, Inc. 2002-current

AMY M. WILLIAMS

721 Harry S. Truman Dr. Apt. 212 Largo, MD 20774
Home (202) 489 9637 Email: Amwilliams2000@yahoo.com

OBJECTIVE: A position in the communications field in the Washington, DC metropolitan area, where I may utilize my strong interpersonal and organizational skills.

SUMMARY:

- General Manager internship with WHUT-TV at Howard University Campus in Washington, DC.
- Graduated with Honors with a BA in Legal Communications.
- Proficient with MS Office, Windows 2000/XP, WordPerfect and the Internet.

EDUCATION: Bachelor of Arts in Legal Communications, May 2004
Howard University, Washington, DC
Graduated Cum Laude with a GPA of 3.41 on a 4.0 scale

Courses taken included:

Technical Writing	Negotiation and Conflict Resolution
Communications Law	Organizational Communication
Advanced Public Speaking	Business Law

EXPERIENCE: General Manager Internship, September 2003 to Present
WHUT-TV, Howard University, Washington, DC

- Assisting producers with operational and managerial duties during various television productions.
- Conducting extensive research regarding legal entities in the communication discipline.
- Generating feedback and new ideas on assigned projects relating to upcoming shows.
- Providing leadership and assistance to all team members on a day-to-day basis.

Financial Assistant, June 2003 to September 2003
Dolan Financial Corporation, Washington, DC

- Assisted with development and review of clients financial portfolios.
- Sorted and routed clients invoices and maintained an expeditious turnover rate.
- Audited, batched and processed invoices for final approval and payment.
- Completed research for staff as requested, during numerous financial circumstances.

Administrative Coordinator, Summer 2002
Tectrad Incorporated, Houston, Texas

- Processed accurate quotes on multiple items to be forwarded to overseas business partners.
- Managed, distributed and assured timeline required documents were processed to standards.
- Served as special liaison to foreign business partners and investors.

Clerical Assistant, Summer 2001
Exxon/Mobil Exploration Company, Houston, Texas

- Coordinated and organized appointments, meetings and agenda preparation within the department.
- Created and routinely updated database projects and spreadsheets, as required by management.
- Received and forwarded incoming calls, on multi-line telephone system to all appropriate personnel.
- Prepared and maintained secured records and confidential files, in accordance with company policies.

ACTIVITIES:

- Golden Key National honors society, 2002 to Present
- School of Communications Student Council member, 2000 to Present
- Lambda Pi Eta honors society, 2002 to Present
- Dorm Resident Assistant, 2002 to 2003
- National Council of Negro Women, 2001 to 2003

Administrative Client (2002-2003)

Career Blazers, White Plains, NY

- Responsible for office purchasing and petty cash.
- Responsible for staff time sheets and expense reports.
- Experience in creating Excel, Access, PowerPoint, and Word documents.
- Experience in administration and office management for several companies.
- Responsible for creating memos for staff, executive staff, and board members.

Sales Associate (2000-2001)

Casual Corner, Baltimore, MD & White Plains, NY

- Maintain customer satisfaction.
- Received management training.
- Sell in a fast pace tourist environment.
- Knowledgeable of all register procedures.

Receptionist (2000-2000)

Telecommunications Answering Service, White Plains, NY

- Prepare messages to deliver to doctors and lawyers.
- Dispatch locations to tower in emergency situations.
- Contact doctors and lawyers in emergency situations.
- Receive incoming calls for hospitals, law firms, and towing companies.

Activities

- Member of Promethean Tau Honor Society.
- Director of Promotions for WMSU CableRadio.
- Volunteer at Tavis Smiley's Pass the Mic Tour.
- Member of MSU student government Federation of Presidents.
- Member of Westchester County Chapter NAACP in New York.
- Volunteer at Essence Magazine public relations department.
- Volunteer at WEAA annual fundraiser.

BGA
Andelate

CHRISTOPHER J. VICKERS

300 Martin Luther King Jr. Boulevard, SE Atlanta, GA 30312
404-931-2553 / christopher_j_vickers@yahoo.com

PROFILE

Over 10 years of progressively responsible experience with top 10 communication firms in charge of Fortune 500 brands. Strong analytical and communications skills. Achievements and adeptness in:

- ♦ Conceptual selling, long-term relationship building, major account management
- ♦ Developing new business, growing existing business and managing profitably
- ♦ Growing and motivating team members
- ♦ Market analysis and media planning

PROFESSIONAL EXPERIENCE

Consultative sales and new business development positions with a variety of firms including

J. Walter Thompson, Atlanta, GA – 125 employees, \$250mm in billings
Account Director, 2002-Present

Orkin

- ♦ Responsible for \$18mm client relationship, including overall direction, staffing, profitability, satisfaction, loyalty and retention
- ♦ Oversaw planning and development of new campaign which generated 10% increase in YOY sales
- ♦ In charge of all marketing communications, including research, account and media planning, brand and creative strategy and development, and analysis and reporting of results; three direct reports

Arnold Worldwide, New York, NY – 300 employees, \$462mm in billings
VP/Management Supervisor, 1999-2001

AT&T Broadband and Philips Electronics N.V.

- ♦ Contributed to tripling original assignments in size and scope, growing client billings by 59%, through incremental strategic, international, Hispanic, B2B, direct mail and interactive chores
- ♦ Oversaw media planning and buying for multi-million dollar clients
- ♦ Developed new business; managed P&L; responsible for four

McCann-Erickson, New York, NY – 1,000 employees, \$2bn in billings
Intl. Account Supervisor, 1997-1999

Black & Decker, Marriott, Agilent (Hewlett-Packard)

- ♦ Won AON as part of new business pitch team
- ♦ Authored Black & Decker media strategies and guided development of campaign, contributing to 12% increase in sales volume
- ♦ Lead \$35mm international launch of Agilent campaign in 24 countries, 19 languages
- ♦ Responsible for team of four
ATH - Fosters Beer & Fuji Film & Cameras
- ♦ Developed category overview for winning Hardees new business pitch
- ♦ Directed development of award-winning Fosters "How to Speak Australian" campaign
- ♦ Developed consumer insights and creative and media strategies for six-product Fuji campaign

Doig Elliott Schere, (Arnold spinoff) Los Angeles, CA - 25 employees, \$40mm in billings
Senior Account Executive, 1994-1997

Mercedes-Benz North America - Western Region

- ♦ Managed relationships with and developed and presented creative, media and research recommendations to 28 senior clients monthly
- ♦ Authored creative and media briefs, and oversaw development of media campaigns - including quarterly TV, radio, print, OOH, interactive, and five unique media plans - which contributed to 10% increase in purchase consideration
- ♦ Developed category recommendations for, and presented on, three new business pitch teams

Foote Cone & Belding, Los Angeles, CA - 90 employees, \$100mm in billings
Account Executive, 1992-1994 (promoted from Assistant AE)

Taco Bell Corporation, Irvine, CA (PepsiCo)

- ♦ Chosen to serve on client team which developed two different new product test-market efforts; each achieved an average 15% share of day-part mix (success!) and were launched nationally
- ♦ Performed weekly and monthly product mix & day-part sales analyses, developed forecasts, and presented monthly product marketing, media and creative recommendations to 15 person Client team
- ♦ Managed two direct reports

McCann-Erickson, Los Angeles, CA - 110 employees, \$125mm in billings
Assistant AE, 1991-1992

Hilton Hotels Corporation, Beverly Hills, CA

- ♦ Authored creative and media strategies for new product test; results surpassed goals and product was launched nationally
- ♦ Managed advertising budgets, billing and revenue forecasts

EDUCATION

National Association of Broadcasters Media Sales Institute, Howard University, 2004
Bachelor of Arts in Communications / Marketing, Arizona State University

PROFESSIONAL

- ♦ National Association of Broadcasters, Member, 2004
- ♦ International Marketing Effectiveness Awards, Panel Judge, New York, 1999
- ♦ Global Marketing Strategy, Student, Princeton, 1998 - selected to participate in 24-person intensive week-long course and team competition sponsored by McCann-Erickson

807 Castlewood Drive
Greensboro, NC 27405

Cellular (757) 576-7398

Permanent 1200 Cogliandro Drive
Chesapeake, VA 23320

Phone (757) 548-6902
E-mail missmi757@hotmail.com

Miatta J. Johnson

Objective

To obtain a media sales representative position

Education

May 2004 Graduate of North Carolina A&T State University

Greensboro, NC

B.S. Journalism & Mass Communication (summa cum laude)

Awards received

N.C. A&T S.U. College of Arts & Sciences-Outstanding Student

Department of Journalism & Mass Communication –“Electronic Media Most Promising Student”

Golden Key International Honor Society

The National Deans List

Who's Who Among Students in American Universities & Colleges

N.C. A&T S.U. Dean's List

Who's Who Among American High School Students

Languages

Knowledgeable in Elementary and Intermediate Spanish

Work experience

August 2003-November 2003 107.5 KZL FM-“Murphy in the Morning” Greensboro, NC
Intern

Assisted listeners with contests, and various trivia. Also assisted in production of station promos, and i.d.'s. On air personality as well. Trained other interns to perform the same duties.

September 2002-November 2002 WTQR-FM Greensboro, NC

News Writer

Wrote news stories, made beat calls to local police, checked for press releases, and assisted News Director.

June 2002-July 2002 WNOR-FM Chesapeake, VA

Intern

Promotion assistant that set up live broadcasts, prepared paperwork for station contests, meet and greet with station listeners, and set up concerts in the area.

Volunteer experience

Habitat For Humanity

Make A Wish Foundation

References

Available upon request

Extracurricular activities

Virginia Aggies Community Service & Social Organization-President

Student Government Association-External Affairs

Aggie Live Wires Pep Squad

Greensboro Generals Ice Girl-Cheerleader for Generals Hockey Team

LEAH D. MCCULLEN

email: deannamccullen@hotmail.com

2900 Beechwood Drive,
Durham, NC 27707

919.598.8011 HOME
919.824.6099 MOBILE

OBJECTIVE

To secure employment with a reputable sales, or marketing organization.

EDUCATION

North Carolina Central University, Durham, N.C

Bachelor of Arts & Sciences in Mass Communications, December 2003

QUALIFICATIONS SUMMARY

Specific areas of strength:

- Motivated and self-starter in high volume atmosphere
- Excellent organizational and follow-up skill
- Proficiency in Microsoft Office 2000, and Web based tools
- Exceptional interpersonal skills
- Dependable team player

EMPLOYMENT & INTERN EXPERIENCE

Leasing Consultant, SpringLake Properties, Inc., Chapel Hill, N.C. **Sept. 2003 - Present**

- Providing excellent service to all residents, prospects and visitors to the community
- Effectively leasing apartments in accordance with budget guidelines
- Review each lease for credit and income verifications for manager's approval
- Following up with residents throughout their lease terms and coordinating the renewal process for each lease.

Business Manager, WNCU Radio, Durham, N.C. **Dec. 2003 – Mar. 2004**

- Researched in preparation of the yearly audit and conducted office accounting
- Managed and maintained databases for financial reporting
- Supervised students and volunteers in public relations affairs

Production Intern, WPFW Radio, Washington, DC **May 2002 – Aug. 2003**

- Wrote, edited, engineered, and anchored the daily news on political events
- Trained other interns on the use of audio production software and how to gather data for story leads
- Gathered information for reporters and future news events

Recruiting Intern, Foley & Lardner Law Firm, Washington, DC **May 2003 – Aug. 2003**

- Assisted with staff recruitment, by researching competitors and rankings of law schools
- Updated and maintained applicant database and attorney files
- Organized training programs for lawyer interns and coordinated social events for law interns

Marketing Intern, DKG Records, Los Angeles, CA **June 2002 – Aug. 2002**

- Assisted in marketing strategies by networking with radio stations to ensure free airtime for upcoming artists
- Attended Bill Board Music Seminars and sampled music in search of new clients
- Developed and maintained business relationship with customers

Sales Associate, Verizon, Durham, NC **Sept. 2001 – May 2002**

- Sold Verizon cellular and home services in company retail store
- Demonstrated use of cellular phones, and answered customer inquiries
- Interpreted transactions involving Hispanic customers

Volunteer Poll Monitor, African National Congress, 1999. Johannesburg, South Africa

Assisted in monitoring the polls to ensure free, secure exercise of vote by citizens. Collected voting data and performed administrative tasks. Attended political conferences.

CANDICE E. JACKO

8600 BOULEVARD EAST, APARTMENT 22C, WEST NEW YORK, NJ 07093

HOME (201) 453.8164

CELL (917) 825.4801

EMAIL: cejacko8@optonline.net

NET

PROFESSIONAL EXPERIENCE:

Vanguard Media Inc. New York, NY

March-November 2003

National Advertising Director/Heart & Soul magazine

- Generated advertising revenue from August 03 to Dec/Jan 04 issues. The Nov03 issue had an 80.5% page increase over 2002.
- Managed \$8 million budget.
- Categories: Automotive, Beauty, Fashion, Drugs/Toiletries, Health, Finance, Package Goods, Travel and more.
- Supervised nationwide sales team of 10 directors and managers.
- Developed special sections, advertorials, contests, promotion and events.
- Implemented strategic sales tactics and increased usage of research data (PIB, MRI)

JOHNSON PUBLISHING COMPANY New York, NY

May 2000-March 2003

Eastern Advertising Manager/EBONY Magazine

- Generated advertising revenue of \$4.5 million per year.
- Categories: Automotive, Beauty, Package Goods, Pharmaceutical and Finance.
- Developed marketing programs and events.

ESSENCE COMMUNICATIONS INC. New York, NY

March 1984-April 2000

- Sales Development Manager/Eastern Region /ESSENCE Magazine (February-April 2000)
- Managed major Beauty accounts representing #1 revenue generating category.
- Developed sales initiatives for Retail and Fashion co-op business.

Eastern Advertising Sales Manager

May 1998-February 2000

- Successfully achieved sales goals for 1999.
- Generated over 60% of Advertising revenue.
- Managed Sales team of seven Account Executives.
- Territory included Eastern and Southern states, Canada and the Caribbean.
- Developed and implemented strategies to increase pages via Marketing, Research, Sales, Promotions and Editorial campaigns.
- Sold sponsorship programs for Essence Awards.

Advertising Sales Senior Account Executive

March 1984 - May 1998

Recipient of seven departmental Awards for Outstanding Sales Performance, Business Retention (3); New Business (2); and Surpassing Sales Quota (2).

Accomplishments:

- Sold and produced the first advertorial in magazine's history, sold sponsorships for Essence Awards, Cover Model Search, and Essence On the Mall.
- Developed in-store promotions and merchandising programs for numerous advertisers.

JPL, INC. / DAWN MAGAZINE, New York, NY

March 1983 - March 1984

Advertising Account Executive

- Increased advertising revenue by 25% through new business and retention.
- Categories: Health, Beauty, Food, Government Agencies, Travel, Liquor and Tobacco.

EDUCATION: HOWARD UNIVERSITY, Washington, D. C. / B.A. Marketing/Economics

PROFESSIONAL AFFILIATIONS:

AWNY (Advertising Women of New York) (2003)
Cosmetics Executive Women, New York, NY (2003)
Howard University Board of Trustees (2002-2005)
Howard University Alumni Association, Immediate Past National President (2000-2004)
The Support Network, Inc. Vice President (March 2002-2004)

REFERENCES UPON REQUEST

looking for work

MAYA MARIE FYKES

19231 Tillman Ave
Carson CA 90746
Phone: (310)490-5758
Email: MFykes30@AOL.COM

OBJECTIVE: Pursue a career in Media Sales.

EXPERIENCE:

May 2002- Present

Guest Services Agent

Residence Inn Vermont Avenue Washington, D.C.
Serve as liaison between management and customers, register guest in and out of the hotel, responsible for cash transactions, and provide quality customer satisfaction by taking care of the guests requests.

Jan. 2003-May 2004

Box Office Manager

Ira Aldridge Theatre Howard University, Washington, D.C.
Supervise a staff of ten, responsible for many financial transactions, maintained a balance of the number of tickets sold per performance, prepared a performance's end of day revenue, trained volunteers for ushering, and oversee patron relations.

May 2003- Present:

Program Coordinator

Reach Back Pull Forward, Washington D.C.
Plan community service activities, cultural field trips, and mentoring sessions, and oversee mentor and parent relations.

July 2003- Dec 2003

Assistant Casting Director (Internship)

Central Casting, Washington D.C.
Organized and assisted the casting directors in daily auditions and casting sessions as well as served as an administrative assistant to the office staff.

VOLUNTEER/COMMUNITY SERVICE:

March 2002- May 2002: Stage Manager for *Miss Julie* at the Warehouse Theater

November 2002- May 2003: Mentor for Reach Back Pull Forward

SCHOLASTIC ACHIEVEMENTS:

Spring 2001: Dean's Honor Roll

Fall 2001-Spring 2002- Special Talents Scholarship

Spring 2002: Dean's Honor Roll

Fall 2002- Spring 2003- Trustee Scholarship

Fall 2003: Dean's Honor Roll

Fall 2003- Spring 2004- Special Talents Scholarship

Spring 2004: Dean's Honor Roll

Fall 2002-Present: The Golden Key International Honor Society

ORGANIZATIONS:

October 2002-Present: Howard University Student Ambassador

March 2003- Present: Delta Sigma Theta Sorority, Inc.

2003- 2004 Arts & Letters Chair

EDUCATION: 2000- Present

B.F.A -Theatre Arts concentration in Administration

Cum Laude

Howard University, Washington, D.C. May 2004

Course Highlights:

Management and Organizational Behavior

Economics I & II, Technical Writing, Intro to Entertainment Law

Principles of Marketing, Accounting, Intro. Media Production

Fundraising for the Arts, Intro to Business Law

SKILLS: Microsoft Word, Power Point, Excel, Outlook, Access, Illustrator, Works, and basic Internet usage.

**References available upon request*

Yolina Reynolds

ybusiness19_81@yahoo.com
287 Woodycrest Drive
East Hartford, CT 06118
(860) 568-0734

Sales Resume

Education Johnson C. Smith University
Bachelors in Communication Arts
Concentration: Public Relations and Marketing
▪ Cum Laude Graduate
Charlotte, NC
August 2000-2004

Computer Skills Microsoft Word, Power Point, Excel, Publisher, Internet, Web Design (HTML)

Work Experience

The Bushnell Performing Arts Center Hartford, CT
Marketing Research December 2003-January 2004
▪ Assisted Marketing Director in collecting annual performance sales
▪ Performed general office duties including telephone operations, filing and typing
▪ Handled large amounts of paperwork on a daily bases
▪ Maintained accurate records of files in the computer database

Johnson C. Smith University Charlotte, NC
Lab Assistant September 2003-May 2004
▪ Assisted Students with computer and technical equipment

HI Frequency Marketing Charlotte, NC
Marketing Field Representative February 2004- Current
▪ Assisting with on-line and field entertainment promotions

North Carolina Blumenthal Performing Arts Center Charlotte, NC
Development Intern January 2002-December 2003
▪ Type acknowledgement letters and spreadsheets
▪ Assisted the Annual Fund Director

JOBPRO Staffing Solutions Glastonbury, CT
Business Service Representative June 2002-August 2002
▪ Performed general office duties including telephone operations, filing and typing
▪ Handled large amounts of paperwork on a daily bases
▪ Maintained accurate records of files in the computer database
▪ Trained new employees

Activities

- Communication Arts Club (Public Relations Officer)
- Drama Club

Community Service

- Fall Saturday Academy tutor September 2002
- NAACP Democratic voting campaign November 2002
- Supporting Charlotte's Homeless (Phi Beta Sigma Inc.) September 2003

Yolina Reynolds

ybusiness19_81@yahoo.com
287 Woodycrest Drive
East Hartford, CT 06118
(860) 568-0734

Television and Film Resume

Education **Johnson C. Smith University** **Charlotte, NC**
Bachelors of Arts Degree in Communication Arts **August 2000-May 2004**
Concentration: Public Relations/Marketing
▪ Cum Laude Graduate

Work Experience

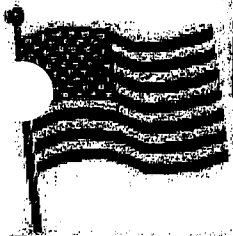
Johnson C. Smith University **Charlotte, NC**
Production Assistant **June 2003-August 2004**
▪ Assisted Script Supervisor with writing scripts for various segments
▪ Story Board Artist for JCSU Mineral Water Commercial
▪ Blocked camera scenes
▪ Managed audio equipment

Connecticut Public Television **Hartford, CT**
Production Assistant **June 2001-August 2001**
▪ Assisted Script Supervisor with writing scripts for the segment
▪ Blocked camera scenes
▪ Managed audio equipment
▪ Narrated television segment on Native History

Connecticut Historical Society **Hartford, CT**
Summer Intern/Teen Mentor **May 2000- August 2000**
▪ Advertised museum exhibits on CPTV (Connecticut Public Television)
▪ Observed Native American History
▪ Assisted local Historians in gathering native archives

Star Watch 2000 **Hartford, CT**
Public Relations/Participant **December 1999-May 2001**
▪ Assisted manager of rhythm and blues recording artists
▪ Designed flyers to promote artists
▪ Created a portfolio containing the group's biography and photo shots
▪ Created group images and styles

Artist Collective Performing Arts Center **Hartford, CT**
Public Relations **December 1998-December 1999**
▪ Wrote Public Service Announcements for 89.9 Cute FM Radio



BUILDING BLOCKS



The Official Newsletter of the NAB Media Sales Institute at Howard University

Volume 4, Issue 1

Department of Radio, TV, & Film

February, 2005

The NAB Media Sales Institute at Howard University promises to serve as a pipeline to funnel students of excellence into the ever-growing business of media sales.

Where Are They Now?

Success stories from the Media Sales Institute 2004

Latoya Stevens

Morgan State University Class of 2004

The National Association of Broadcasters Media Sales Institute created such a wonderful experience for me that continues to benefit me today. The program offers the unique opportunity for qualified graduates to go on and become young professionals right out of college. They need only possess the ability to listen and the passion to be successful. There are no words to express how dear I hold the friendships that I made at Howard University.

Thanks to all of those involved with the program's success, in addition to the passionate guidance of Professor Saunders, Professor Bowers, and Jay Holloway, I have a career that I love and am working for a great company!

Latoya Stevens
Account Executive
Cox Media/Manchester, CT

Training

There is nothing training cannot do. Nothing is above its reach. It can turn bad morals to good; it can destroy bad principles and recreate good ones.

— Mark Twain

Faculty Industry Leaders

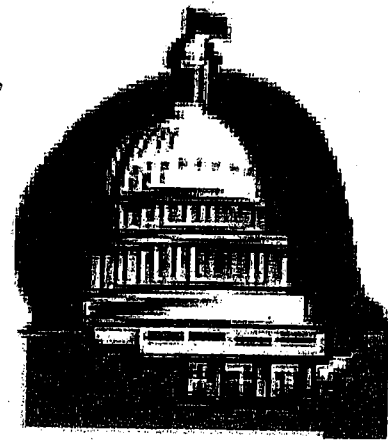
- Marcellus Alexander, Executive VP, NAB
- Ernie Fears, III, GSM, WMAL
- Eric Meyrowitz, GM, WBDC-TV
- Joe Cristiano, Cox Media Northern VA
- Chris Rohrs, President TVB
- Richard Meechum, President, Salt Lake Broadcast Group
- Jeff Wagner, Executive VP, Comcast Sportsnet
- Latricia Simpson, AE, Clear Channel Radio
- Chuck Cowdrey, VP, SE Region NCC
- Bennett Zier, Regional VP, Clear Channel

2005 NAB Media Sales Institute at Howard University
June 5th through June 16th

SPOTLIGHT

2004 Media Sales Institute Graduates

- Robert Carter - Cox Media/ Omaha
- Melanie Coleman - Cox Media - Prod./Las Vegas
- Jamila Cummings - Katz Media/Millennium TV
- Candice Jacko - Cox Media/New Orleans
- Miatta Johnson - Cox Media/Oklahoma City
- Sonu Lamba - Cox Media/Northern Virginia
- Leah McCullen - Cox Media/Greenville, NC
- Renee Nation - Cox Media/San Diego
- Shiva Orie - Katz Media/Continental TV
- Pamela Owens - Katz Media Group/TV
- Yolina Reynolds - Cox Media/Fortsworth Arkansas
- Nora Rodriguez - Cox Media/Wichita Kansas
- Mercedes Sanders - Cox Media
- Jason Stockwell - Radio One/Washington, DC
- Latoya Stevens - Cox Media/Manchester, CT
- Regina Stewart - Cox Media/Hampton Roads
- Chris Vickers - Sales/ Real Estate/Chicago
- Amy Williams - Radio One/Washington, DC



More Participating Faculty!

- Julissa Marengo, General Sales Manager, Telemundo
- Chris Berry, President & GM, WMAL Radio
- Ellen East, General Sales Manager, Cox Communications
- Timothy Hughes, Sr. VP Administration, Cox Enterprises
- Marc Morgan, EVP & COO, Cox Radio
- Susan Cuccinello, Senior VP, Research, TVB

Sponsors

NAB Education Foundation
Charles E. Sherman Ph.D.
President
ABC Radio, Inc.
Cox Communications
New City Foundation
Arbitron

Executive Committee

Sonja Williams, Chair
Vicci Saunders, Co-Director
Lesley Bowers, Program Administrator
Harriet Ragin, Financial Advisor

Student Committee

arena Eldridge
anita Obie
Tangila Sanders



Howard University
School of Communications
Department of RTVF
Media Sales Institute, 2002
525 Bryant Street NW
Washington, DC 20059
(202) 806-7927

"When you do the common things in an uncommon way, you will command the attention of the world."

-George Washington Carver

"The future belongs to those who believe in the beauty of the dream."

-Eleanor Roosevelt

Next Issue:

- Another MSI Success Story
- "Company Side" Stories
- Quotes From Participating Companies

CASE STUDIES

Case Study # 1

Medium: RADIO

COMPANY: Campland RV

PRODUCT: RV Dealer, new and used

BACKGROUND:

Formed in 1961 by founders Pat and Al Paschen in Valparaiso, IN, was moved in 1963 to Merrillville, IN because of the growing demand of business (2 acres of land). Moved again in 1998 and now operate on 12 acres of land in Burns Harbor, IN.

TARGET MARKET:

1. RV owners (avg. age – 40; avg. income – 70K)
2. People living in Chicagoland/NW Indiana/SW Michigan

MARKETING CHALLENGE:

1. February sets the tone for the year
2. New location
3. Need Illinois customers & sales
4. Past media has brought same results every year
5. Repeat business

MARKETING OBJECTIVES:

1. Expand to the Chicagoland area
2. -Advertise in Feb – if Feb is good, the year is good (past results)
3. advertise the strengths (Class C's & A's)
4. use media in Chicago to drive Chicagoland sales

Prepared by: Josh Samples, ABC Radio

CASE STUDIES

Case Study # 2

Medium: RADIO

COMPANY: CAMBRIA

CLIENT SITUATION:

Cambria is a privately held, family-owned business located in Eden Prairie Minnesota. They are the manufacturers of Quartz surface materials (i.e. Counter tops, tile and tub surrounds). Cambria has nine Fabrication facilities in many of the major cities in the U.S. Though basically Nationwide, Cambria is truly entrepreneurial as they have only been up and running for just two-years, are the only manufacturing plant in the world for quartz, and just entered the Chicago market in January of 2003.

CLIENT OBJECTIVES:

Cambria is in a unique situation. Though not really restricted by budget, they need a strong return on this high-ticket item as closing ratio's are not very high. Cambria was looking to have presence in the Chicagoland market and associate themselves with a credible medium and talent that truly believes in their vision. So brand awareness was of the essence. Secondly, Cambria was competing with the Granite and Corian brands, and wanted to see them react to their marketing efforts. So in short, the goals were: Brand Awareness, Image Building, and stealing Market Share from the competitors, all while bring in a return on their investment.

Prepared By: Michelle Maro, ABC Radio

CASE STUDIES

Case Study # 3

Medium: RADIO

COMPANY: FLETCHER JONES IMPORTS/MERCEDES BENZ OF CHICAGO.

SITUATION:

- Fletcher Jones/MB of Chicago, recently purchased Chicago's oldest and most profitable dealership Loeber Motors.
- Located in the heart of downtown Chicago at 1100 and 1111 N Clark Street, Loeber Motors carried 6 lines of automobiles: Mercedes-Benz, Honda, Nissan, VW, Audi, Infiniti as well as used vehicles. Fletcher Jones purchased the selling rights and inventory to all 6 lines while Loeber Motors is retaining the actual property of the dealership and leasing it out to Fletcher Jones on a yearly basis. Fletcher Jones is coupling all lines (except for Mercedes Benz) under the umbrella name "Fletcher Jones Imports." Mercedes Benz, although directly across the street from Fletcher Jones Imports is going to be renamed "Mercedes Benz of Chicago.
- Fletcher Jones, who has dealerships in TX, CA, and NV, are new to the Midwest and the "Chicago/Mid-Western mentality".
- Loeber Motors still has, after this sale, another dealership in NW Lincolnwood, IL. (Appx. 15 miles from the new Fletcher Jones Imports/Mercedes Benz of Chicago.)
- Loeber Lincolnwood carries Mercedes Benz exclusively.

PROBLEM:

- HOW CAN FLETCHER JONES, A NEWCOMER TO CHICAGO, TAKE OVER THE DEALERSHIP WITHOUT LOSING THE CURRENT MERCEDES-BENZ CUSTOMERS TO LOEBER LINCOLNWOOD?
- HOW CAN THEY PROPERLY INTEGRATE THEMSELVES INTO CHICAGO AND GET PEOPLE TO THINK OF THEIR NAME INSTEAD OF LOEBER MOTORS AS THE LEADER IN CHICAGO AUTOMOBILE SALES?

MEDIA THEY ARE LOOKING AT ALL FORMS OF MEDIA. THEIR BUDGET IS \$750,000/MONTH.

GUIDELINES: THEY WANT TO MARKET EACH LINE OF CARS INDIVIDUALLY. SATURATE THE IMMEDIATE ZIP CODES SURROUNDING THE DEALERSHIP. PROMOTIONS AND MERCHANDISING REQUIRED.

Prepared by: Michelle Maro
PREPARED FOR: SHEILA MULCAHEY, ZEMIRA JONES
3/28/03

CASE STUDIES

Case Study # 4
Medium: RADIO

COMPANY:	COVAD-INTERNET PROVIDER
COPORATE OFFICES:	San Francisco
NATIONWIDE:	TOP 12-15 Markets
CAMPAIGN:	GENERATE SALES.

Covad background:

Leading provider of high-speed connectivity to small and medium size businesses nationwide.

Target: Small to Medium size businesses that are seeking/using high bandwidth solutions and those who influence their brand purchase decision. The key decision maker falls within range of positions to office Manager to IT specialist to owner. Males 25-54 best demographic to meet these goals with all the qualitative as part of decision making process.

Budget: Key Cities Campaign including Chicago, Los Angeles and New York, Atlanta, Denver, Washington, Dallas Denver, and Tampa. 8 Million dollars-3rd and 4th quarter. Covad had not advertised to the consumer directly before this campaign. Covad had to cut through the "clutter" of other internet providers advertising heavily to the same target consumer.

Solution: ???????

Prepared By: Martha Daniel, ABC Radio

CASE STUDIES

Case Study # 5 **Medium: RADIO**

CASE STUDY: **The Naperville Convention & Visitor's Bureau**

Marketing Challenge & Needs: The city of Naperville, Illinois, is a robust, active, well known community once dubbed the best place in America to raise kids. However, the Naperville CVB, which normally advertises in area print, wanted to truly branch out to all of Chicagoland and surrounding states to begin marketing itself as a "Family friendly & Business friendly" place to visit and host business meetings. They felt there was tremendous opportunity for growth in these two categories. The CVB wanted to feature it's several unique selling points for those families visiting: Naper Settlement, Dupage Children's Museum, The Riverwalk, Unique Historic Downtown Shopping District, The Morton Arboretum. For business visitors feature: 200 plus restaurants, 16 accomodating hotels with state-of-the-art media/visual tools, close to two major airports, and plenty to do around Naperville after long business meetings.

Solution: Without absolute faith in the medium, RADIO was selected to be the leading media outlet to get this message out. WLS AM Chicago's Newstalk was the station selected due to its key demographic delivery, mass appeal, unique on-air personalities, reach, and service. Morning and afternoon drive times were selected. Commercial schedule would run weekly throughout the year. Co-Op with Illinois Tourism will pay 25% of all radio ads.

Commercials: Several strategic multi-voice conversational commercial scripts were written by WLS AM sales rep and client and WLS AM creative director. Two commercial campaigns were launched during Winter 2002 and continue weekly to this day. One campaign targets "Family Travel." The other targets "Business Tourism". Each quarter commercial scripts are revised and refreshed.

Conclusion: WLS AM has created tremendous top-of-the-mind awareness for Naperville as "The Midwest's premier suburban family and business tourism destination." Calls to there advertised phone number and website are constantly, on a weekly basis, attributed to WLS AM commercial advertising.

Prepared By: Chadd Wickert - AE / WLS AM Chicago's Newstalk

CASE STUDIES

Case Study # 6

Medium: TV

"Grass Roots Chevrolet" is a family run Chevy Dealership that has been selling cars for over forty years. The ownership remains in the family and the daughter has taken over day-to-day management from her father. They have always believed that advertising works and have run consistently in the local daily newspapers with full-page ads in the Sunday editions.

Within the last year, "Grass Roots Chevrolet" has been losing sales due to encroachment of larger mega-dealerships with ad budgets that appear to be huge. Formerly, they averaged 100 car sales each month. Now, they are averaging only 70 sales per month.

Although the father always believed that television was far too expensive, the daughter is willing to listen to your presentation. She believes her target consumer to be an Adult 25-54 years of age.

Put together a presentation that shows the benefits of television advertising. Create a sample schedule showing strong reach and frequency that your station will deliver. You may select any Baltimore or DC television station as the station that you represent.

Prepared By: Leslie Bowers, NAB Media Sales Institute

CASE STUDIES

Case Study # 7

Medium: TV

“Huts Department Store” is the leading women’s clothing store in the local area. They have been carrying clothing for women since 1955 and target Women 35+. You have been in their store and noticed that the clientele are indeed women, however, they appear to be all 45+.

Put together a presentation that expands/increases their target demo to Women 25-54. Also include in your presentation the idea of using cooperative dollars to fund your television schedule i.e.: cosmetic companies. Include a sample schedule, flight dates and possible promotion tie-ins.

Prepared By: Leslie Bowers, NAB Media Sales Institute

CASE STUDIES

Case Study # 8

Medium: TV

"The Audio File" is an electronics superstore with multiple locations throughout the market with Men 18-34 as their primary demographic. The inventory includes just about everything for the consumer of electronic gadgets from expensive car sound systems to in-home surround sound and theater TV. You've shopped the store and feel that their target demo is correct.

The owners use Radio as their medium of choice. They run on male-targeted rock stations in the market and air schedules 52 weeks a year. Put together a presentation for your television station that would also run year round and uses their current demo target.

Prepared By: Leslie Bowers, NAB Media Sales Institute

CASE STUDIES

Case Study # 9

Medium: CABLE

"All American Toyota" wants to run with you (Alpha Cable) for the next 16 weeks. It's after the Iraqi war and gas prices are at all time high. The dealer has posted very low car sales for the last three months. He is looking at cable to save his business. Their target demos are Adults 25+, single or married, with household income over \$50,000. They want to spend about \$10,000 per week in your county which covers 150,000 Households, you offer 40 cable networks. Your objective is to create a schedule that gives them the best reach and frequency for their demos. Make a schedule showing what networks you'll choose, how many spots per network for each week. Also, recommend to the client what incentives, benefits or services they offer that need to be included in their commercial to draw attention. Use whatever network promotion concept you feel most effective to include with your schedule.

Prepared By: Munzer Qaddourah, Cox Media

CASE STUDIES

Case Study # 10

Medium: CABLE

“B&A Shoes” wants to run a buy one pair-get the second pair for free campaign for 14 days on your Destin cable system. They target young adults (18-34) with income over \$45,000. Create a schedule for your client outlining networks, spots, and promotions that you will use to help them get the reach and frequency to have a superior successful campaign. You have a county size of about 150,000 Households and able to insert on 40 networks.

Prepared By: Munzer Qaddourah, Cox Media

CASE STUDIES

Case Study # 11
Medium: CABLE

“East Coast Carpet and Flooring” wants to use your cable medium (Atlantic Cable) to advertise over the next 6 months. The client is not sure if she should use Radio, Broadcast-TV, or Cable for their campaign. Your job is to tell them why to use Cable. Their target demos are Women 35+ , homeowners with household's income over \$100,000. The client wants networks that target women only. Use your resources to build a schedule that delivers to the client the reach and the frequency for her business. Your coverage area includes 500,000 households and you carry over 40 Cable networks. The client wants to run Wed thru Sunday of each week

Prepared By: Munzer Qaddourah, Cox Media



**HOWARD
UNIVERSITY**

John H. Johnson School of Communications
Department of Radio, Television, and Film

January 16, 2004

Bill Fine
WBAL-TV
3800 Hooper Avenue
Baltimore, MD, 21211

Dear Bill Fine:

The organizers of the NAB Media Sales Institute at Howard University would like to thank you once again for the generous support you provide to the graduates from our program.

We look forward to your participation in the "Interviewing Process" for the NAB Media Sales Institute at Howard University, Tuesday, June 15 – Wednesday, June 16, 2004. Please fill out the attached "Company Confirmation" form and fax it to the attention of Professor Vickey Saunders at 202-806-4844.

The presentations will begin at 8:00 am on Tuesday, June 15 and Wednesday June 16, 2004. They will take place at The Ralph Bunche International Affairs Center, Howard University, 2218 6th Street, NW Washington D.C. 20019.

20059.

202-806-4363

Lunch will be served from 12:00 p.m. - 1:30 p.m. in Howard University's Blackburn Center. The interviews will be held in the Blackburn Center Ballroom from 1:30 pm – 5:00 pm on Tuesday, June 15, and Wednesday, June 16, 2004.

The following is a list of hotel suggestions for your convenience:

(N/A) 250
The Capitol Hilton
1001 16th Street, NW.
Washington, D.C.
202 393-1000

(N/A)
Renaissance Mayflower
Hotel Washington
127 Connecticut Ave N.W.
Washington, D.C.
202 347-3000

Ritz Carlton
1150 22nd Street N.W. (N/A)
Washington D.C.
202 835-0500

(N/A)
Grand Hyatt
1000 H Street N.W.
Washington D.C.
202 582-1234

(N/A)
Holiday Inn Central
1501 Rhode Island Ave, NW
Washington, D.C. 20005
202 483-2000

This year we have accepted candidates from Texas, Florida, Georgia, Virginia, Maryland, North Carolina, and Washington D.C. All of our candidates will be counseled to accept the best career offer from stations/companies located in any state in the country.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



NABEF

Date: June 15, 2004
Time: 8:45 am
Presenter: Yolina Reynolds
Presenter School: Johnson C. Smith University
Case Study: # 1

Comments: Very Good presentation. Great flow
from my radio to my A&C
Great promotional idea
Schedule was a little confusing
Overall, presentation was very good.

Your Company Name: Hamer - A&C

Your Name & Title: Jordan WEATZIEB / General Sales Manager

Please check the appropriate statement:

- ☒ Yes, I would like to interview this candidate.
☐ No, I would not like to interview this candidate.
☐ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



NABEF

Date: June 15, 2004
Time: 10:00 am
Presenter: Miatta Johnson
Presenter School: North Carolina A&T University
Case Study: # 10

Comments:

Good presentation
Excellent job in asking for ideas.
Try to slow down if possible.

Your Company Name:

Henry, Andy/c

Your Name & Title:

Donald WENTZEB / General Sales Manager

Please check the appropriate statement:

- ☐ Yes, I would like to interview this candidate.
- ☐ No, I would not like to interview this candidate.
- ☒ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 15, 2004
Time: 9:45 am
Presenter: Latoya Steven
Presenter School: Morgan State University
Case Study: # 3

Comments: Great Enthusiasm and information
Excellent interviewing with the audience.
Great job!

Your Company Name: Hemsley

Your Name & Title: Jordan WENDERS / General sales manager

Please check the appropriate statement:

☒ Yes, I would like to interview this candidate.

☐ No, I would not like to interview this candidate.

☐ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY



NABEF

PRESENTATION SCHEDULE

TUESDAY JUNE 15th

STUDENT PARTICIPANT/COLLEGE/CASE STUDY #

TIME	NAME	COLLEGE	CASE STUDY
8:30am	Jason Sockwell	Georgetown University	#6
8:45am	Yolina Reynolds	Johnson C. Smith University	#1
9:00am	Katie Pinker	Westchester University	#2
9:15am	Maya Fykes	Howard University	#7
9:30am	Amy Williams	Howard University	#9
9:45am	Latoya Steven	Morgan State University	#3
10:00am	Miatta Johnson	NC A&T State University	#10
10:15am	Mecedes Sanders	NC A&T State University	#8
10:30am	BREAK		
10:45am	Sanjeev Lamba	George Mason University	#6
11:00am	Christopher Vickers	Arizona State University	#11
11:15am	David Newman	Delaware State University	#3
11:30am	Sean Thompson	Pennsylvania State University	#5
11:45am	Brad Taylor	Greensboro University	#1
12:00am	Leah McCullen	North Carolina Central Uni.	#7

Did we hire?
in 2003

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



NABEF

Date: June 15, 2004

Time: 8:30 am

Presenter: Jason Sockwell

Presenter School: Georgetown University

Case Study: # 6

Comments: Excellent presentation. laid out a
thoughtful plan with excellent use of
resources.
Great commercial idea
Terrific visuals to sell against
newspaper
Well done!

Your Company Name: HEARST - ARDYLE

Your Name & Title: JORDAN WEATLIEB / General Sales Manager

Please check the appropriate statement:

☒ Yes, I would like to interview this candidate.

☐ No, I would not like to interview this candidate.

☐ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



NABEF

Date: June 15, 2004
Time: 9:30 am
Presenter: Amy Williams
Presenter School: Howard University
Case Study: # 9

Comments: Great information. The explanation
of why you chose each network was
fascinating.
Try to slow down if possible.
Great job!

Your Company Name: HENST. ANG/E
Your Name & Title: JORDAN WENDEES / General Sales Manager

Please check the appropriate statement:

- ☐ Yes, I would like to interview this candidate.
- ☐ No, I would not like to interview this candidate.
- ☒ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 15, 2004
Time: 10:15 am
Presenter: Mercedes Sanders
Presenter School: North Carolina A&T University
Case Study: # 8

Comments:

Good information

*Try to pace yourself and take
more time to review information.*

Your Company Name:

Hearst - ABC/12

Your Name & Title:

Jordan Wenzel / General Sales Manager.

Please check the appropriate statement:

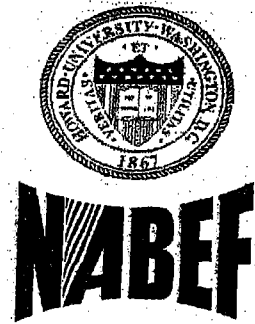
☐ Yes, I would like to interview this candidate.

☐ No, I would not like to interview this candidate.

☒ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 15, 2004
Time: 12:00 pm
Presenter: Leah McCullen
Presenter School: North Carolina Central University
Case Study: # 7

Comments: Great Pace of Presentation,
Great Energy. Excellent idea to seek
COOP JOBS.

Good JOB!

Your Company Name: HENRY AGENCY
Your Name & Title: JORDAN WATKINS / General Sales Manager

Please check the appropriate statement:

- ☒ Yes, I would like to interview this candidate.
☐ No, I would not like to interview this candidate.
☐ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 15, 2004
Time: 11:45 am
Presenter: Brad Taylor
Presenter School: North Carolina A&T University
Case Study: # 1

Comments: Good presentation/ideas.
NERVOUS - BUT KNOWS THE BUSINESS
Good JOB!

Your Company Name: HEMPF AGENCY
Your Name & Title: JORDAN WERTZBERG / GENERAL SALES MANAGER

Please check the appropriate statement:

- ☐ Yes, I would like to interview this candidate.
- ☐ No, I would not like to interview this candidate.
- ☒ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



NABEF

Date: June 15, 2004
Time: 11:00 am
Presenter: Christopher Vickers
Presenter School: Arizona State University
Case Study: # 11

Comments:

Great Job!

*Great information - excellent flow of
ideas & Great Pace!*

Excellent!

Your Company Name: *Hemmi-Angyle*

Your Name & Title: *Jordan WERTZEL / General Sales Manager*

Please check the appropriate statement:

- ☒ Yes, I would like to interview this candidate.
☐ No, I would not like to interview this candidate.
☐ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 15, 2004
Time: 10:45 am
Presenter: Sanjeev Lamba
Presenter School: George Mason University
Case Study: # 6

Comments: Great introduction. Great pace
of presentation. Great visuals.

Excellent!

Your Company Name: Hearst - ABC/12

Your Name & Title: Todd Wentzler / General Sales manager.

Please check the appropriate statement:

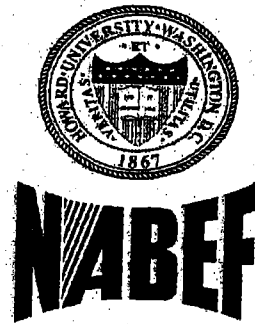
☒ Yes, I would like to interview this candidate.

☐ No, I would not like to interview this candidate.

☐ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: **June 15, 2004**
Time: **10:00 am**
Presenter: **Miatta Johnson**
Presenter School: **North Carolina A&T University**
Case Study: # **10**

Comments: _____

Your Company Name: _____

Your Name & Title: _____

Please check the appropriate statement:

- _____ Yes, I would like to interview this candidate.
_____ No, I would not like to interview this candidate.
_____ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: **June 15, 2004**
Time: **10:15 am**
Presenter: **Mercedes Sanders**
Presenter School: **North Carolina A&T University**
Case Study: # **8**

Comments: _____

Your Company Name: _____

Your Name & Title: _____

Please check the appropriate statement:

- _____ Yes, I would like to interview this candidate.
_____ No, I would not like to interview this candidate.
_____ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: **June 15, 2004**

Time: **10:30 am**

Presenter: **Emily Bailey**

Presenter School: **North Carolina A&T University**

Case Study: # **4**

Comments: _____

Your Company Name: _____

Your Name & Title: _____

Please check the appropriate statement:

- _____ Yes, I would like to interview this candidate.
- _____ No, I would not like to interview this candidate.
- _____ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: **June 15, 2004**
Time: **10:45 am**
Presenter: **Sanjeev Lamba**
Presenter School: **George Mason University**
Case Study: # **6**

Comments: _____

Your Company Name: _____

Your Name & Title: _____

Please check the appropriate statement:

- _____ Yes, I would like to interview this candidate.
_____ No, I would not like to interview this candidate.
_____ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: **June 15, 2004**

Time: **11:00 am**

Presenter: **Christopher Vickers**

Presenter School: **Arizona State University**

Case Study: # **11**

Comments: _____

Your Company Name: _____

Your Name & Title: _____

Please check the appropriate statement:

- _____ Yes, I would like to interview this candidate.
- _____ No, I would not like to interview this candidate.
- _____ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: **June 15, 2004**
Time: **11:15 am**
Presenter: **David Newman**
Presenter School: **Delaware State University**
Case Study: # **3**

Comments: _____

Your Company Name: _____

Your Name & Title: _____

Please check the appropriate statement:

- _____ Yes, I would like to interview this candidate.
_____ No, I would not like to interview this candidate.
_____ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 15, 2004
Time: 11:30 am
Presenter: Sean Thompson
Presenter School: Pennsylvania State University
Case Study: # 5

Comments: _____

Your Company Name: _____

Your Name & Title: _____

Please check the appropriate statement:

- _____ Yes, I would like to interview this candidate.
_____ No, I would not like to interview this candidate.
_____ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 15, 2004
Time: 11:45 am
Presenter: Brad Taylor
Presenter School: North Carolina A&T University
Case Study: # 1

Comments: _____

Your Company Name: _____

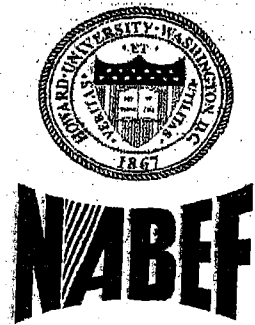
Your Name & Title: _____

Please check the appropriate statement:

- _____ Yes, I would like to interview this candidate.
_____ No, I would not like to interview this candidate.
_____ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 15, 2004
Time: 12:00 pm
Presenter: Leah McCullen
Presenter School: North Carolina Central University
Case Study: # 7

Comments: _____

Your Company Name: _____

Your Name & Title: _____

Please check the appropriate statement:

- _____ Yes, I would like to interview this candidate.
_____ No, I would not like to interview this candidate.
_____ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



NABEF

Date: **June 15, 2004**
Time: **9:30 am**
Presenter: **Amy Williams**
Presenter School: **Howard University**
Case Study: # **9**

Comments: _____

Your Company Name: _____

Your Name & Title: _____

Please check the appropriate statement:

- _____ Yes, I would like to interview this candidate.
_____ No, I would not like to interview this candidate.
_____ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: **June 15, 2004**

Time: **9:15 am**

Presenter: **Maya Fykes**

Presenter School: **Howard University**

Case Study: # **7**

Comments: _____

Your Company Name: _____

Your Name & Title: _____

Please check the appropriate statement:

- _____ Yes, I would like to interview this candidate.
- _____ No, I would not like to interview this candidate.
- _____ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: **June 15, 2004**
Time: **9:00 am**
Presenter: **Katie Pinker**
Presenter School: **Westchester University**
Case Study: # **2**

Comments: _____

Your Company Name: _____

Your Name & Title: _____

Please check the appropriate statement:

- _____ Yes, I would like to interview this candidate.
_____ No, I would not like to interview this candidate.
_____ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 15, 2004

Time: 8:45 am

Presenter: Yolina Reynolds

Presenter School: Johnson C. Smith University

Case Study: # 1

Comments: _____

Your Company Name: _____

Your Name & Title: _____

Please check the appropriate statement:

_____ Yes, I would like to interview this candidate.

_____ No, I would not like to interview this candidate.

_____ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 15, 2004

Time: 8:30 am

Presenter: Jason Sockwell

Presenter School: Georgetown University

Case Study: # 6

Comments: _____

Your Company Name: _____

Your Name & Title: _____

Please check the appropriate statement:

_____ Yes, I would like to interview this candidate.

_____ No, I would not like to interview this candidate.

_____ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 15, 2004
Time: 9:45 am
Presenter: Latoya Steven
Presenter School: Morgan State University
Case Study: # 3

Comments: _____

Your Company Name: Jordan Weathers
Your Name & Title: Jordan Weathers / GC

Please check the appropriate statement:

- _____ Yes, I would like to interview this candidate.
_____ No, I would not like to interview this candidate.
_____ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



NABEF

Date: June 15, 2004
Time: 9:15 am
Presenter: Maya Fykes
Presenter School: Howard University
Case Study: # 7

Comments: Great presentation!

Excellent use of research. I loved the idea
of co-op support and your commercial was
VERY creative.

Try to slow down, if possible - Great job asking
for the order - Well done!

Your Company Name: HEART. AGENCY

Your Name & Title: Jordan Wentzels / General Sales Manager

Please check the appropriate statement:

☒ Yes, I would like to interview this candidate.

☐ No, I would not like to interview this candidate.

☐ I would not mind seeing this candidate if there is additional time.

6/15/04 Christopher Vickens - Arizona State University
Working with J. Walter Thompson.

Very good
Cave -

- Pitched Cable TV

- Set the agenda

- Presented Radio as CABLE

- Pitched CABLE as a 'considerable' purchase

- Presented CABLE as Broadcast

- Same as Broadcast, but more targeted
with a lower CPM

- Presented the strengths of KATC CABLE

GREAT PRICE + POISE

- Presented the networks that make sense

- Pitched 3 schedules

Pitched cross-promote w/ Local's, Publications,
and Women Build.

- Pitched Break during December due to
slow holiday season.

as low as possible.

6/15/04 Mercedes Sanders NC AT
pitched NBC ✓

may call
Smith

Set About.

- Established Target
- Revised challenges, Goals
- Pitched moving to target to Waver

How can NBC & help.

- Pitched Pitch of TV
- Pitched Sound, sight, motion + Emotion
- Pitched chat to double speaking
- Pitched Schedule
- Pitched Content
- How of action

\$1/15/04 Brad Taylor - NC Art - Charlotte, NC
- Pitching WGN Radio - Chicago

- NO
- Removed CAT, talked fast
 - Set agenda
 - Clients needs
 -
 - better use of RV users

Pitched Advantages of Radio -

- Pitched Advantages of WGN
- Typo in presentation "APART" instead of A PART
- Pitched Personal Ideas
- Broader schedule

6/15/84. Amy Williams - Howard University / Houston, TX
- Pitching Alpha Omega case

- Set Agenda - very fast
- Set Toner - challenges -
- Established case's small audience.
 - used CAS research,
- A little bit of a data dump

- Established network of clients.
- Recommended schedule
- Explained each segment in detail w/ parents

Presented production ideas

Pitched cross promotion w/ Amoco

Presented current information, Timelines

- Did not ask for order

6/15/04

LATOYA STEVEN, MARCH STATE UNIVERSITY / M. UENOW
Pitching WGN RADIO / CHICAGO

- Introduced herself before the presentation to each person in the room!
- Tried to be interactive w/ audience.
- Pitched team concept of station
- Set regards
- Wanted them to talk first
- Demographic chart - asked if she can proceed
- Established programming
- Pitched radio vs TV then radio vs print
- Pitched power of radio after strength of station.

Pitched schedule

- "Behind Door #1" - promotion
- Pitched promotion w/ CBS
- asked for ad.

6/15/04 MIATA JOHNSON - NC AT
- CINCINNATI, VA - P. 2.14.06 CASE

- Picked her name to remember
- Asked for audience participation
- Shared w/ sales team info + career info
- Set agenda
- Established client objectives, goals
- Picked profiles, but did not clarify of whom.

P. 2.14.06 CASE

- Picked target audience of CASE
- Picked target networks
- Picked schedule
- Picked timeline - assumed closed

Asked for order - app/ass.

1/15/04 Leah McCullen - North Carolina Central Univ.
- Pitching WNCN - Durham, NC

Strike! More Personality than substance, positioned
Strike directly to the participant

- Presented overview of Dye's store
 - Good pace
 - Strangled data a little
 - Quoted TVB usage study
 - Positioned TV vs Radio + Newspaper
 - Witing WNCN
 - Pitched DR Pitil (somewhat strangled in pitch)
 - Pitched NBC Prime/News
 - Pitched Schedule
 - Pitched Anne Kleid promotion
 - Used Anne Kleid song boards
 - Mac Make-up promotion.
 - Used Mac Make-up song boards
 - Pitched Coop dollars.
- Asked for order.

1/11/04 Sonjiv LAMBA George Mason Univ
Piranga-WUSA-CSS Northern Virginia
Ref

- Great introduction of what he is going to do.

- Agenda

- good tie in - MKT → Audience → TV → WUSA → Proposal.

- Good Price

- Established Target market

- Visualisation of Red Corvette → Door

- TVB usage chart.

- CBS programming chart

- Booked down per vehicle rate

Provided newspaper as a complement.

Provided schedule

Provided team at end of the presentation.

Timeline - Close 6/15 - Start 7/3

ask for the order

6/15/04

429

Maya Lykes - Los Angeles, CA.

PITCHED WAC-TV

Howard University

57-1105 successfully + clear

Set agenda

- SET client needs, challenges
- used PUB research.

PITCHED TV → WAC

PITCHED Vendor program w/ VINE WEST

PITCHED SPEC spot, used last June of 5,2005

PITCHED schedule

"Did the work"

PITCHED Timeline

Said "Agreement will happen today"

13th July 2004.

6/15/04. Howard Univ.

possible

10/10/04 Reynolds - Charlotte NC. Pitched ABC
Johnson - Sacred Univ. Radio
CHICAGO

Stranded w/ Receipt of last meeting
Set the signals of music.

- Asked for details. -
But send plane
sign & send
to me.

Pitched Wamy Radio

- Pitched Jones
- Lower production cost
- Pitched frequency
- Pitched Radio usage

Pitched Wamy ABC Radio

- Pitched the music of demo to promote

Pitched contest idea

- Jingle
- Listen to Wind

asked audience what favorite jingle was

Pitched Schedule

- music was incorrect
- Added cost for promotion

Pitched Timeline

Pitched Team - used celebrities names.

- 212-887-6824 Keefe

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: **June 16, 2004**
Time: **8:45 am**
Presenter: **Erin Jordan**
Presenter School: **Clark Atlanta University**
Case Study: # **6**

Comments: Good use of research. Slow down just
a little in your presentation

Your Company Name:

Hearst-Argyle Television

Your Name & Title:

Mike Weiner, Marketing Sales Mgr

Please check the appropriate statement:

/

Yes, I would like to interview this candidate.

No, I would not like to interview this candidate.

I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 16, 2004
Time: 8:30 am
Presenter: Renee Nation
Presenter School: Clark Atlanta University
Case Study: # 1

Comments: Research should include a source. Great idea
providing all contact data. You asked for the sale - that's
excellent.

Your Company Name: WBAL-TV/Hearst-Argyle Television

Your Name & Title: Mike Winner, Marketing Sales Mgr.

Please check the appropriate statement:

☒

Yes, I would like to interview this candidate.

☐

No, I would not like to interview this candidate.

☐

I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: **June 16, 2004**
Time: **9:00 am**
Presenter: **Jason McClary**
Presenter School: **Howard University**
Case Study: # **9**

Comments: Don't claim your not a salesperson. Good
pitch, when you presented your product as a
solution to increase sales. Good pitch on production,
but be careful not to slam agencies too hard.
Pitch upscale Audience rather than upper class. Your
buyer is most likely middle class. Liked your
close. Pace should be a little faster.

Your Company Name: Hearst-Argyle Television
Your Name & Title: Mike Winner, Marketing Sales Mgr

Please check the appropriate statement:

- ☐ Yes, I would like to interview this candidate.
- ☐ No, I would not like to interview this candidate.
- ☒ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: **June 16, 2004**
Time: **9:15 am**
Presenter: **Fredrick Whitaker**
Presenter School: **North Carolina State University**
Case Study: # **10**

Comments: Pitch was a little short. More info
including cost ~~as~~ should be added. Good
pace. Good use of light humor.

Your Company Name:

Hearst-Argyk Television

Your Name & Title:

Mike Winner, Marketing Sales Mgr.

Please check the appropriate statement:

☐ Yes, I would like to interview this candidate.

☒ No, I would not like to interview this candidate.

☒ I would not mind seeing this candidate if there is additional time.

HE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



NABEF

Date: June 16, 2004
Time: 9:45 am
Presenter: Robert Carter
Presenter School: Howard University
Case Study: # 3

Comments: Liked 'content' slide. Nice overview. Nice
use of research. Nice pace. Nice use of humor.

Your Company Name:

Hearst-Argyle Television

Your Name & Title:

Mike Winner, Marketing Sales MGR

Please check the appropriate statement:

☒

Yes, I would like to interview this candidate.

☐

No, I would not like to interview this candidate.

☐

I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 16, 2004
Time: 9:30 am
Presenter: Melanie Colman
Presenter School: Clark Atlanta University
Case Study: # 2

Comments: Good volume. Great job pitching "solution." Clearly
your presentation was rehearsed. Liked your
Burger King example. Sold radio first, then
station. Great approach. Consider a price break
for longer commitment by client. Slow down
just a little.

Your Company Name: Hearst-Argyle Television
Your Name & Title: Mike Winner, Marketing Sales Mgr.

Please check the appropriate statement:

☒

Yes, I would like to interview this candidate.

☐

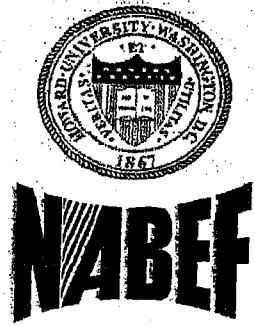
No, I would not like to interview this candidate.

☐

I would not mind seeing this candidate if there is additional time.

HE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 16, 2004
Time: 10:45 am
Presenter: Shiva Orie
Presenter School: Howard University
Case Study: # 5

Comments: Rehearse more so that you don't need notes.
Nice idea pitching the market. Good why WLS
pitch. Don't use "we think" in your presentation.
We believe sounds much stronger.

Your Company Name: Hearst-Argyle Television
Your Name & Title: Mike Winner, Marketing Sales Mgr

Please check the appropriate statement:

- ☒ Yes, I would like to interview this candidate.
☐ No, I would not like to interview this candidate.
☐ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



NABEF

Date: June 16, 2004
Time: 10:15 am
Presenter: Nora Rodriguez
Presenter School: Wichita State University
Case Study: # 7

Comments: Be more brief when discussing background
on their business. They know more than we do about
their business. Nice use of TVB research. Nice
anti-newspaper pitch. Nice promotional tie-in to
programming.

Your Company Name: Hearst-Argyle Television

Your Name & Title: Mike Winner, Marketing Sales Mgr.

Please check the appropriate statement:

☒ Yes, I would like to interview this candidate.

☐ No, I would not like to interview this candidate.

☐ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 16, 2004
Time: 10:00 am
Presenter: Markida White
Presenter School: Tennessee State University
Case Study: # 4

Comments: Upbeat presentation. Asked for the order.
Slow down just a little.

Your Company Name: Hearst-Argyle Television

Your Name & Title: Mike Winner, Marketing Sales Mgr

Please check the appropriate statement:

☐ Yes, I would like to interview this candidate.

☐ No, I would not like to interview this candidate.

☒ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 16, 2004
Time: 11:15 am
Presenter: Ryan Hoffman
Presenter School: Bowling Green State University
Case Study: # 11

Comments: Research was incorrect and not referenced.
Pitch against competitive mediums as "gut" rather than
fact. Nice touch including your name + contact
info on each slide. Nice use of ref. letter.
Mention client who wrote letter - adds cred. bility

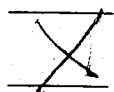
Your Company Name:

Hearst-Argyle Television

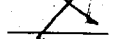
Your Name & Title:

Mike Winner, Marketing Sales Mgr

Please check the appropriate statement:



Yes, I would like to interview this candidate.



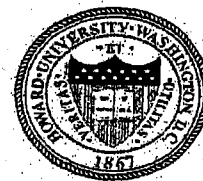
No, I would not like to interview this candidate.



I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 16, 2004
Time: 11:00 am
Presenter: Regina Stewart
Presenter School: Howard University
Case Study: # 8

Comments: A little fast. Nice ~~use~~ use of research. You should source the data in the future as you did with your charts. Be a little less animated.

Your Company Name:

Hearst Argyle Television

Your Name & Title:

Mike Winner, Marketing Sales Mgr.

Please check the appropriate statement:

Yes, I would like to interview this candidate.

No, I would not like to interview this candidate.

☒ _____

I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 16, 2004
Time: 11:45 am
Presenter: Candice Jacko
Presenter School: Howard University
Case Study: # 7

Comments: Matched client demo to station audience.
Nice use of promotion and cause marketing. Spent
a little more time explaining why that is good.
Nice pace.

Your Company Name:

Hearst-Argyle Television

Your Name & Title:

Mike Winner, Marketing Sales Mgr.

Please check the appropriate statement:

Yes, I would like to interview this candidate.

No, I would not like to interview this candidate.

☒

I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 16, 2004
Time: 11:30 am
Presenter: Jamila Cummings
Presenter School: Howard University
Case Study: # 1

Comments: Nice use of ZARS research. Nice "local"
pitch for radio station ~~and~~ income range
indicates that much of your audience is below
the target income - be careful with this.
Nice contest element. Nice production/campaign
timeline.

Your Company Name: Hearst-Argyle Television
Your Name & Title: Mike Winner, Marketing Sales Mgr

Please check the appropriate statement:

- ☒ Yes, I would like to interview this candidate.
☐ No, I would not like to interview this candidate.
☐ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY

STUDENT PRESENTATION EVALUATIONS



Date: June 16, 2004
Time: 12:00 pm
Presenter: Pamela Owens
Presenter School: Morgan State University
Case Study: # 2

Comments: Slow down and expand on your medium
and ideas. Nice use of timeline.

Your Company Name: Hearst-Argyle Television

Your Name & Title: Mike Winner, Marketing Sales Mgr

Please check the appropriate statement:

☒ Yes, I would like to interview this candidate.

☐ No, I would not like to interview this candidate.

☐ I would not mind seeing this candidate if there is additional time.

THE 2003 NAB MEDIA SALES INSTITUTE AT HOWARD UNIVERSITY



NABEF

PRESENTATION SCHEDULE

WEDNESDAY JUNE 16th

STUDENT PARTICIPANT/COLLEGE/CASE STUDY #

TIME	NAME	COLLEGE	CASE STUDY
8:30am	Renee Nation	Clark Atlanta University	#1
8:45am	Erin Jordan	Clark Atlanta University	#6
9:00am	Jason McClary	Howard University	#9
9:15am	Fredrick Whitaker	North Carolina University	#10
9:30am	Melanie Coleman	Clark Atlanta University	#2
9:45am	Robert Carter	Howard University	#3
10:00am	Markita White	Tennessee State University	#4
10:15am	Nora Rodriguez	Wichita State University	#7
10:30am	David White Break	Morgan State University	#6
10:45am	Shiva Orie	Howard University	#5
11:00am	Regina Stewart	Howard University	#8
11:15am	Ryan Hoffman	Bowling Green State Uni.	#11
11:30am	Jamila Cummings	Howard University	#1
11:45am	Candice Jacko	Howard University	#7
12:00am	Pamela Owens	Morgan State Uni.	#2

No source of
info

Howard University Sales Institute Candidates

Potential

Yolina Reynolds – Yolina is a graduate of Johnson C Smith University. She is from Hartford, CT and is seeking to live in the New England area.

Miatta Johnson – Miatta is a native of Chesapeake, VA and a graduate of North Carolina A&T University.

Latoya Stevens – Latoya is a graduate of Morgan State University and a native of Baltimore. She has expressed a preference for radio and we will be passing her name along to WBAL-AM/98-Rock

Mercedes Sanders – Mercedes is a graduate of North Carolina A&T and a native of Greensboro. She has expressed interest in WYFF and WXII. She may be making contact with both Glen and Arika.

Markida White – Markida is a recent graduate of Tennessee State University and currently resides in Birmingham, Alabama. She is willing to relocate but will only consider positions in the South.

Renee Nation – Renee is a graduate of Clark Atlanta University and currently lives in Atlanta. She is willing to relocate as needed.

Strong

Maya Fykes – Maya is a graduate of Howard University, She is from Carson, CA and prefers to live on the west coast, but says geography is not a major issue.

Leah McCullen – Leah has a very strong presence and makes an excellent immediate impression. She is a native of Durham, NC and a graduate of North Carolina Central University. Leah demonstrated great flexibility in the markets she is willing to work in.

Erin Jordan – Erin is a graduate of Clark Atlanta University who currently lives in LA and has experience in furniture sales. She is willing to relocate and will consider any of our markets.

Melanie Coleman – Melanie is a graduate of Clark Atlanta University and made an excellent presentation. She is aggressive and polished. Melanie resides in Las Vegas and would like to remain close to home. She will consider Sacramento.

Strongest

Jason Sockwell – Jason was one of the programs best students. He is a graduate of Syracuse University and has a masters degree from Georgetown University. He is a native of Washington DC, but is willing to relocate. I believe Jason may have been

offered a position with a Washington radio station immediately following his presentation.

Sanjeev Lamba (Sonu) – Sonu was one of the programs best presenters. His presentation was very creative using TVB research and a great visual of how to put customers through a clients door. He is a graduate of George Mason University and lives in Northern Virginia. Sonu said he is willing to live in any market.

Christopher Vickers – Chris enrolled in the Sales Institute after a ten-year career as a account executive and planner at various agencies including JWT/Atlanta, Arnold/NY, McCann/NY, and others. Chris is a graduate of Arizona State University and would prefer to be on the West Coast or NY. We have passed his name on to Eagle TV Sales as well.

Jason McClary - Jason is a December 03 graduate of Howard University and currently lives in DC. He is aggressive, polished and wants very much to work within our industry. Jason made an excellent presentation using TVB research and a traffic-driving promotion. Jason is willing to relocate and has a very realistic attitude with regard to paying his dues.

Candice Jacko – Candice is a seasoned AE and has been selling magazine advertising since 1983. She is a graduate of Howard University and currently lives in the NY suburbs of NJ. Candice is interested in a career change due to the growth in broadcast revenue and several years of declines in the print field. She made a very good presentation and was the only candidate to incorporate GRP's and CPP in her presentation.

Not a candidate for employment with HTV:

Ryan Hoffman – Ryan was not prepared for his presentation, was very uncomfortable presenting and was the only candidate that did not ask for an order.

Renée Nakson

- Good presentation. Targeted radio. Typos in press.
Research not referenced. Asked for the sale. 12 minutes.
Requested interview. Made assumptions based upon the
case study. I Business card a nice touch.

Erin Jordan - TV Used TVB Data. Most influential, etc.
Researched programming. Went for 45% of auto clients
print budget. Presented Mon, Tue, Thursday, Sunday schedule.
Pct. CSI reaching 11 million people in the market. Mentioned
contracts. Spoke a little fast, but not bad. 14 minutes
Asked for the sale. I

Jason McClary

Claimed not a sales person. Here to show ways to increase
sales. Presented his product as a solution. Good pitch
on production, but took shot at agency production.
Pitched cable as highly efficient. Developed a free gas promotion -
very basic. Slow pace. Stumbled occasionally. PI 20 mins.

Fredrick Whitaker

Shoe store pitch - targeted male skewing cable show. Very
short pitch. 5 minutes NI Poor use of P.P.
More humor than content.

Melanie Coleman

Good volume. Pitched solutions well rehearsed.

Eye contact with audience. Aggressive - Pitched radio.

Used BK reference. Pitched radio, then station.

Asked for sale. Offer price breaks for multi-week/month program. I

Robert "Tony" Carter

Content of meeting - agenda well done. Pitched radio.

Sounded PAB. Intimate pitch - radio while you're alone in the car. Promotion - Jocks driving cars. Jocks rec

car and 1K talent fee. Pitched upscale vehicles on rock stations. Pitched annual at \$1.7 mil. Asked for the order. Good humor. I

Markida White

Pitched web + radio. Quick pitch. Brought feed NI

Nora Rodriguez

Did pres. in English + Spanish. Presented TV. Used TVB research. A little heavy on clients background.

Presented Antinewspaper. Pitched Clinic coop program.

(Pitched Dept. Store). Nice tie in to programming -

Top Model + Swan. Addressed production, promotional fiction. And asked for the order. Fortune cookies. I

Shiva Orie

Pitched market. Used notes. Nice pitch for using stations. Used "we think" a lot. Somewhat short. NI

Regina Stewart.

Pitched WTTG-TV. Upbeat. A little fast. Very animated. Nice use of research-TVB. Asked for an annual at \$367K. Pitched this on top of current advertising - not switch pitched. Asked for the sale. PI

Ryan Hoffman

Pitched cable. Not rehearsed. Pitched efficiency that doesn't exist. Not well researched. Pitched against broadcast as a reach medium. Pitched against other mediums using his gut rather than research. Virtually all of his facts were incorrect. Used a client ref. letter. NI

Jamila Cummings

Good use of RAB Research. Pitched radio as "local" making it a positive for the client. Presented station demo indicated that most of their audience was below income targets. Used timeline. Weak close. NI

Candice Jacko

Print experience. Interested in selling broadcast.

Matched stations demo to client's target.

Pitched TV and web. Pitched against radio + print using TVB Research. All sourced. Used ratings and CPM with very high CPM. Pitched coop w/ Perlman-Course marketing w/ Susan G. Komen. Currently in NY. PI

Pamela Owens

Morgan State, From Brooklyn, N.Y.

A bit fast. Vague on specifics. Asked the audience for agreement on several points - too often. NI

Melanie Coleman
West Coast - Close to Vegas.
Wants to be close to home.

Dence Nations
Willing to relocate.

Erin
Willing to relocate.
Worked in Retail - Furniture

Jason McClary
Willing to relocate as required.
Greensboro

Markita White
Prefers the south.

Candice Jacko
Willing to relocate.

Balto. New Orleans, FLA